



**U.S. DEPARTMENT OF STATE
VIRTUAL FELLOWS PROGRAM
PROJECT DESCRIPTION – IRM/BMP/eDIP**



This project seeks a Virtual Fellow to serve with the **Virtual Fellows Program, Office of eDiplomacy, Bureau of Information Resource Management (IRM/BMP/eDIP/VFP)**, as **Social Media and Marketing Consultant**.

Fellow Location: The Fellow will serve virtually. No travel to the Department of State will be involved.

Project Name: Social Media Outreach for the Virtual Fellows Program

Project Description: The Fellow will help the VFP identify appropriate social media platforms, and design and implement effective campaigns to reach target audiences including potential VFP candidates in academia, the private sector, and NGOs.

Potential Fellow Taskings:

- Prepare a social media campaign including recommended target audiences and social media platforms for each audience, as well as guidance on development of appropriate content.
- Advise VFP staff on creating/modifying sites such as the VFP website, Facebook, LinkedIn, and Twitter.
- Advise VFP staff on how content may be adapted for multiple platforms.
- Set up LinkedIn presence.
- Implement analytics.
- Provide a manual for use by VFP staff who will operate the platforms and draft content.

Program Requirements: The precepts of the Virtual Fellows Program call for Fellows to have a high degree of administrative, professional, or technical knowledge/experience and a minimum of five years of professional experience that is directly applicable to the assigned task.

Project-specific Knowledge, Skills, or Abilities:

- Professional knowledge of the strengths of each social media platform;
- Ability to apply social media knowledge to planning a multi-platform information campaign including re-purposed content for use on several platforms;
- Mastery of clear prose to provide illustrative content and to draft a manual for staff who will implement the VFP social media effort.

Clearance: The Fellow must be a U.S. citizen and must receive a Public Trust determination prior to starting his/her service. The Virtual Fellows Program staff will work with the accepted candidate to obtain the Public Trust determination. (Note: A candidate is NOT required to have a Public Trust determination prior to applying for this project.)

Remuneration: The Virtual Fellow will be appointed to the federal civil service as an intermittent, unpaid consultant. The Department assumes no responsibility for providing any salary or benefits to the Fellow in connection with his/her participation in the Program.